Words and Images in Maleficent: Mistress of Evil Movie (A Multimodal Discourse Analysis)

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Abstract

This research is about analyzing the words and images in Maleficent: Mistress of Evil movie. To analyze the two modes words and images contained in this research, the researcher uses the theory by Kress & Van Leeuwen (2006) to analyze verbal and visual elements in the framework of proposing a comprehensive and systematic interpretation of meaning. This research objective to determine how words and images are used and related meaning among them. This research uses qualitative descriptive to discuss the two meanings of verbal and visual modes in the Maleficent: Mistress of Evil movie. The researcher found that the dominant used on Mental Processes in the words component. While images were analyzed using only three elements which are on the body of the actors in Maleficent movie such as facial expressions dominant in the feeling happy, gestures dominant when characters stand up straight has meaning confidence, and clothing color dominant the black colors has meaning sadness and 4 data were interrelated for relationships meaning among the modes. The researcher found that this research shows a movie that brings ideology for the community not to judge someone only from their outward appearance and for women to have the power so that they are not easily oppressed.

Keywords : *analysis, images, movie, multimodal discourse, words*

INTRODUCTION

Language is the easiest and most effective communication that humans use to convey ideas, messages, intentions, feelings, and opinions to others in order to understand each other (Walija, 1996:4). Therefore language can not only help communication between individuals but with the surrounding environment as well to explain what is happening in social life.

Multimodal Discourse Analysis is the thought used by referring to the way people communicate using modes such as images, verbal language, sound, and color at the same time (Kress and Van Leeuwen, 1996). Therefore, when communicating, it is not only between individuals but with the people around them also by using semiotic modes to clarify and strengthen structures of language meanings.

Words are sounds or a combination of sounds that have meaning and are expressed in oral or written form and can stand alone and also can be used independently. A similar definition is that a word is the smallest linguistic unit that occurs by itself in spoken and written (Richards, 1985: 311). Therefore, words can give meaning to people around when it is influenced by other social elements including the elements in the images.

Images are generated through context real social habits, to play a very real role and to perform certain things for authors and readers in their social life to provide communication as an attitude towards aspects of social life and against who participated in it, did the author and a conscious reader or not Kress and Leeuwen (2006). There is a lot of good information inside images and their effect on readers and have more than one meaning.

Based on the explanation above, the researcher looked for developing multimodal discourse analysis to take movie images of Maleficent: Mistress of Evil movie. This movie has a genre of action, drama, fantasy, and romance. Maleficent: Mistress of Evil movie is produced by Walt Disney Pictures and Roth Films and then directed by Joachim Ronning, which aired in 2019, received even more attention which even topped the box office worldwide again. The movie produced more than US $ 700 million, or the equivalent of Rp.9.9 trillion worldwide. There are many characteristics of the words and images in Maleficent: Mistress of Evil movie such as words of hatred, words of anger, words of concern, words of disappointment, words of sadness, words of affection, words of like, words of unlike, words of hope, words of worrying, words of apologizing and words of pleasure.

From the description above, the reason the researcher chose this title is because many previous studies still use advertising as the object of research and focused on two modes of representation, text and visual. Meanwhile, in this research, the researcher uses the Maleficent: Mistress of Evil movie as the research object because apart from being famous throughout the world, the reason researcher takes on the Maleficent: Mistress of Evil movie images as research material because the Maleficent: Mistress of Evil movie have images that met the requirements for research both in terms of

verbal, visual, image color and equipped with various attributes that are in the movie. The researcher chooses words and images because the focus of research is related to verbal, visual, and colors in images, and the researcher also focuses on analysis all characters in 'Maleficent: Mistress of Evil' movie because all characters indicate a relationship between words and images from conversation and expression all characters or situation in the movie. The reason the researcher uses Multimodal Discourse Analysis theory to analyze this research is because in this theory there are modes such as verbal (words), and images (visual) can support this research to get hidden meaning in Maleficent: Mistress of Evil movie. Therefore, the researcher can find out and analyze more hidden meanings from the signs given in words and images that can show and represent meaning. In this research, the researcher wants to continue the research on how the compatibility between words and images in Maleficent: Mistress of Evil movie can represent meanings. The researcher uses a Multimodal Discourse Analysis approach developed by Kress and Leeuwen from Halliday's Systemic Functional Linguistics.

Some previous studies that become references in this research. This research is related to the Multimodal Discourse Analysis Theory. First, research by Ansori dan Taopan (2019), entitled *A Multimodal Discourse Of Promotional Video Wonderful Indonesia*. Ansori and Liviani Taopan from Sebelas Maret University. This research analyzes the ideational and representational meanings of the promotional video Wonderful Indonesia. This research looks at how verbal and visual modes interpret the meaning in the video to explore and introduce Indonesia's beauty to the world through conceptual representations. Furthermore, this study uses Halliday's Functional Linguistic theory which specifically focuses on the ideational meaning, and for visual language research using the theoretical approach of Kress and Leeuwen (2006) based on Halliday's theory. In Kress and Leeuwen's approach, three metafunctions were adapted and renamed to representational, interactive, and compositional. The results of this research show how to apply dynamic models in context teaching English which will be useful for teaching ESP and vocational schools.

Second, research by Hidayat, Abrizal, Alek (2018), entitled *A Multimodal Discourse Analysis Of The Interpersonal Meaning Of A Television Advertisement In Indonesia.* Hidayat, Abrizal, Alek from the Syarif Hidayatullah State Islamic University of Jakarta. This research analyzes the interpersonal meaning of the product 'YOU C1000 'on an Indonesian television commercial. This YOU C1000 advertisement. The researchers investigated three semiotic resources in this research: speech, movement, and image. This research examines the interpersonal meaning in speech and music, meaning interpersonal in motion, and interpersonal meaning in images and colors. This research uses the theoretical approach of Kress and Leeuwen (1996), investigating in more detail to reveal interpersonal concepts meaning based on multimodal perspective. This includes movement, pictures, sounds, speech, and music. The result in this research is that the interpersonal meaning of YOU C1000 is effective in influencing the audience to choose the product.

The last research by Brady (2015), entitled *A Multimodal Discourse Analysis Of Female K-Pop Music Videos.* Brady from College of Arts and Law of the University of Birmingham. This research used the music video of two K-Pop girl groups that is SNSD and 2NE1, as the object of research and the focus of this research is on semiotic analysis of choices, especially the sets in the two K-Pop music videos. This research uses the approach of Kress and van Leeuwen (2006) to analyze the visual design grammar framework as well as the Van Leeuwen framework for pitch (1999) to investigate how the two sets of videos could serve to satisfy male audiences or not. The result in this research is two SNSD videos of the representation of girls can be said to be designed to satisfy male viewers, while in 2NE1's two videos the girls are represented for refusing to acknowledge male viewers.

RESEARCH METHOD

This research uses qualitative descriptive to discuss the two meanings of verbal and visual modes in the movie. Qualitative is a research method process to understand human or social problems by creating a holistic and complex picture presented in words, reporting detailed views obtained from information sources and carried out in

natural settings. A research process to understand human or social problems by creating a holistic and complex picture presented in words, reporting detailed views obtained from information sources, and carried out in natural settings (Creswell, J.W., 1994). It means that qualitative research is a descriptive research method, using analysis, referring to data, utilizing existing theories as supporting material. Qualitative research methods are subjective from the participant's perspective in a descriptive manner so the results cannot generalize. In this research, the researcher makes words and images in Maleficent: Mistress of Evil movie as an object.

The reason the researcher chose the qualitative descriptive method is that the researcher wants to describe the modes in the movie and explain how these modes can integrate meaning more deeply so that the data collected is descriptive to identify the language metafunctions contained in the "Maleficent: Mistress of Evil" movie.

FINDINGS AND DISCUSSION

Words and Images in Maleficent: Mistress of Evil movie in terms of multimodal discourse analysis

Based on the research findings, it can be said that multimodal discourse analysis is the study of the interaction of language with the social environment in which the interpretation of meaning doesn't only focus on the language itself but also looks at certain elements around language such as images, scientific symbolism, facial expression, movement, gesture, music, color, and sound. In other words, language and these elements have an inseparable relationship to get a clearer meaning.

Words and images in Maleficent: Mistress of Evil movie related to aspects of settings found in data 14 where the events in the images take place in the kingdom of Ulstead. In images King John and Philip are grateful to be reunited and Philip succeeded in uniting the two kingdoms. In the images, the two are seen wearing formal clothes because Philip and Aurora will soon be married with the background of the Moors and Olstead people with flowers indicating a festive atmosphere to welcome the happy day. The clothes used by King John are red and gold, meaning

simple, perfect and successful, while Prince Philip wearing blue clothes means trust and security.

In the finding phase, the researcher analyzes the words and images spoken by the characters or actors in the movie. This phase is divided into two modes, namely analyzing words and images. In other words, the researcher finds that several words are included in the ideational component such as dream, see, breath, worry, etc. which refer to the characteristics of the movie, and these words are also often used in human social life. In reference to the data in the findings, this Maleficent: Mistress of Evil movie has some dominance in using semiotic sources or modes.

Material	Verbal	Mental	Relational	Behavioral	Existential
4	3	6	4	1	1

Table 1. Modes or Semiotics Sources

Based on the data displayed above, the results of the data found by the researcher are, 3 Verbal Processes, 6 Mental Processes, 4 Relational Processes, 4 Material Processes, 1 Behavioral Processes, and 1 Existential Processes. There are dominant words that use Mental processes. It means process of thinking, understanding and feeling. So, the researcher believes that the dominance of Mental Processes used in the words in the Maleficent: Mistress of Evil movie shows that the meaning to be conveyed to the audiences is an ideology for the community to become someone who has a critical mind by not only looking at someone's appearance from the outside but also having to see using feelings. While images were analyzed using only three elements which are on the body of the actors in Maleficent: Mistress of Evil movie such as facial expressions dominant in feeling happy, gestures dominant when characters stand up straight has meaning confidence, and clothing color dominant the black colors meaning sadness. Furthermore, the researcher discusses the meaning of the data findings. To create meaning and convey a message or ideology, each mode must be compatible, synchronized, and not create meaning separately. The following is a data display for the meaning relationship between words and images:

Data	Meaning Relation between Words and Images modes,		
	Words & Facial Expressions	Words & Gestures	Words & Clothing Color
1	√	×	×
2	√	√	×
3	×	√	×
4	√	√	√
5	√	×	×
6	√	√	×
7	√	√	×
8	√	×	√
9	√	√	×
10	√	√	√
11	√	×	×
12	√	√	√
13	√	√	×
14	√	√	√
15	√	√	×

Table 2. Meaning Relations

Based on the data displayed above, the researcher found that there were four interrelated data in two modes, namely data 4, 10, 12 and 14. Mental processes were the most dominant because the data that the researcher found both in words and images had meanings related to the process of thinking, understanding, and feeling. The participant or object when speaking shows a smile, hearing is included as one of the types of mental process. The words and images explain each other's meaning and show related and non-conflicting meanings so that they can be easily understood by the public. Furthermore, it can be seen there are 11 randomly related data. The researcher sees that unrelated meanings often occur between words and color modes. This is because one of the two modes is often not in accordance with the concept of images or characteristics of words.

CONCLUSIONS

Based on the findings and discussion above, the researcher can conclude that in the word mode used, there are 3 Verbal Processes, 6 Mental Processes, 4 Relational

Processes, 4 Material Processes, 1 Behavioral Process, and 1 Existential Processes. While images were analyzed using only three elements which are on the body of the actors in Maleficent: Mistress of Evil movie such as facial expressions dominant in feeling happy, gestures dominant when characters stand up straight it means confidence, and clothing color dominant the black colors meaning sadness. Furthermore, the researcher found that there were four interrelated data in two modes, namely data 4, 10, 12 and 14. The words and images explain each other's meaning and show related and non-conflicting meanings so that they can be easily understood by the public. It can be seen there are 11 randomly related data. The researcher believes that the use of these modes is not only to create an interesting and entertaining work for the audience but also to convey the message and ideology through visuals. Therefore, it can be concluded that the researcher found that the second Maleficent: Mistress of Evil movie shows a movie that brings ideology for the community not to judge someone only from their outward appearance and for women to have the power so that they are not easily oppressed.

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